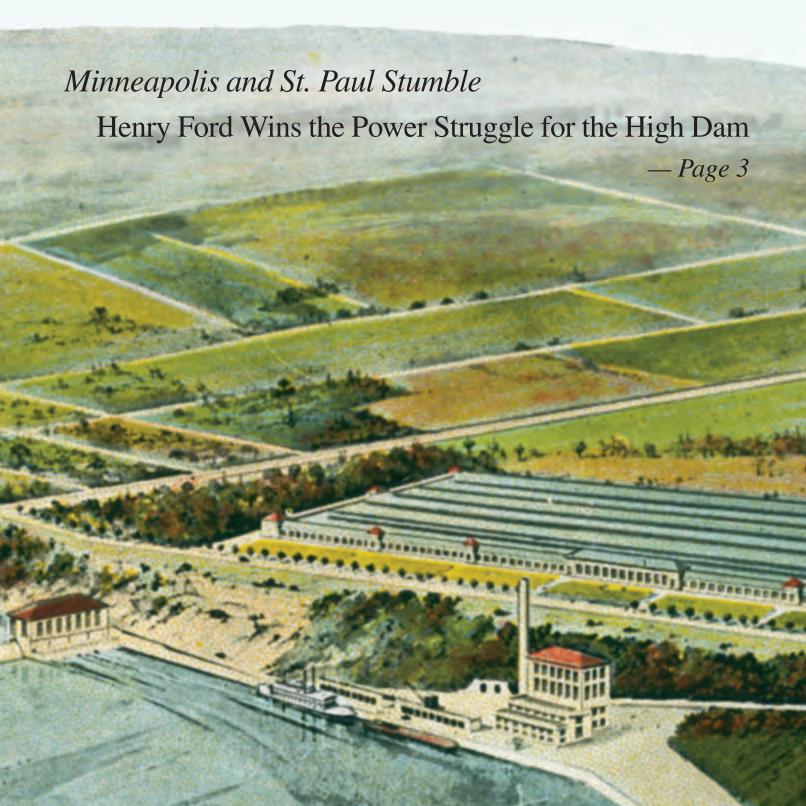


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THE MISSION STATEMENT OF THE RAMSEY COUNTY HISTORICAL SOCIETY ADOPTED BY THE BOARD OF DIRECTORS IN JULY 2003:

The Ramsey County Historical Society shall discover, collect, preserve and interpret the history of the county for the general public, recreate the historical context in which we live and work, and make available the historical resources of the county. The Society's major responsibility is its stewardship over this history.

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Publication of *Ramsey County History* is supported in part by a gift from Clara M. Claussen and Frieda H. Claussen in memory of Henry H. Cowie Jr. and by a contribution from the late Reuel D. Harmon

A Message from the Editorial Board

This issue brings us Brian McManon's munimating story of the licensing of hydroelectric power at the Ford Dam on the Mississippi River and its relationary of the long with David Riehle's re-This issue brings us Brian McMahon's illuminating story of Henry Ford and his role in the ship with commerce and government in Ramsey County. Read it along with David Riehle's review of James Bell's new book, From Arcade Street to Main Street: A History of the Seeger Refrigerator Company, 1902–1984, published by RCHS and available from our office. Together, these two accounts show how Ramsey County helped drive the American consumer economy in the early 1900s: Henry Ford's commitment to hydroelectric power for the new Ford plant and the refrigeration techniques developed by Seeger allowed many Americans to enjoy a Model T in their driveways and a Coldspot refrigerator in their kitchens. We also offer Billie Young's mystery involving the St. Paul Public Library's acquisition of a rare set of art books, which were saved from a fire from the library's location over a candy store in 1915. And Susanne Sebesta Heimbach has written a charming memoir of growing up in St. Mark's parish. Finally, other book reviews include the Rev. Mary Bigelow McMillan's look at our own John Lindley's recently published history of the St. Paul Area Council of Churches. Enjoy, pass the magazine along, and recruit new members to keep us all reading for years to come!

> Anne Cowie, Chair, Editorial Board

Book Reviews

From Arcade Street to Main Street: A History of the Seeger Refrigerator Company

James B. Bell

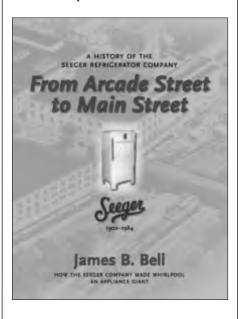
St. Paul: Ramsey County Historical Society, 2007 234 pages, \$29.95.

Reviewed by David Riehle

Everybody has a refrigerator. (Almost everybody. The author cites a figure of more than 99.5% in the United States.) In most households the refrigerator is the largest and heaviest appliance. Yet for something so universal and frequently used, or perhaps just because of that, the refrigerator is just part of the background. It would only be noticed if it wasn't there, like Sherlock Holmes's dog that didn't bark, "one of those miracles of modern living that totally changes the conditions of everyday life," author and historian James Bell tells us.

Many people probably remember that the Whirlpool plant on Arcade Street had something to do with making refrigerators, but the centrality of its St. Paul predecessor, the Seeger Refrigerator Company, to the development of the industry nationally is a revelation.

Historian James Bell, a retired Princeton professor and member of Ramsey County History's Editorial Board, ventures into the field of industrial and technological history and produces a real gem. As a locally focused account of the rise and fall of the Seeger Company, Bell's narrative couples his research into Seeger's key role in twentieth-century refrigeration with the economic and social dynamics of intercorporate contests over patents and innovations, the impact of the employment of and later termination of thousands of blue- and white-collar workers, the varving patterns of confrontation and accommodation as unionization came on the scene in the late 1930s, and the creative interaction of workers and innovative owner-entrepreneurs.



John Seeger, a child of nineteenthcentury German immigrants, parlayed an early connection with cabinet making, millwork, lumber, and contracting into the eventual presidency of a local producer of sash, doors, and interior woodwork. By the early twentieth century, this expertise in cabinet building provided the basis for branching out into the manufacture of iceboxes under the Seeger label.

These appliances were not mere containers in which to place ice and perishable food, hoping that it all worked out for the best. Iceboxes were actually technically sophisticated devices that channeled continuous flow and convection of alternating warm and cool air currents throughout an complex interior design that made the most efficient use of the ice block's cooling potential.

The big sea change in the industry, of course, was the widespread application of small-unit mechanical refrigeration to the domestic icebox in the 1920s. Annual production of household refrigerators leapt from mere thousands to millions by the mid 1930s, a time when electrification was extended to two thirds of the homes in the United States.

By this time Seeger had moved from wood and glass iceboxes to manufacturing high quality steel cabinets for appliance firms such as Kelvinator, Norge, Westinghouse, and General Electric. These firms installed their own compressor units in Seeger cabinets and applied their own brand name. In 1928, in a pivotal breakthrough for the St. Paul manufacturer, Seeger reached an agreement with Sears, Roebuck and Company to supply cabinets for Sears's signature *Coldspot* refrigerators. The cabinets were shipped to the Sunbeam Corporation in Evansville, Indiana, for the installation of electric motors and compressors and then marketed nationally through Sears catalogs and stores. In 1934 Sears contracted with renowned industrial designer Raymond Lowey to redesign the Coldspot, resulting, as Bell reports, "in a resounding marketing success for Sears and a manufacturing bonanza for Seeger." Because the market for refrigerators hit its stride and grew mightily throughout the Depression years of the 1930s, Seeger maintained full employment and "became an even more powerful presence in the national refrigeration industry," Bell tells us. By the end of World War II, Seeger had merged with Sunbeam Electric to form a new corporation with more than 5,000 employees. Seeger's lucrative relationship with Sears continued into the 1950s, with Seeger shifting over heavily to the manufacture of residential freezers under the Sears *Coldspot* label for the vibrant postwar consumer market.

Although Seeger had a first-class product, built by a stable and highly skilled manufacturing workforce and engineering cadre, its Achilles heel was that it was ultimately an appendage of the much larger Sears, Roebuck, which had total control of the distribution and retailing of the *Coldspot* products and absorbed some 90% of Seeger's production. Inevitably, if Sears sneezed, Seeger got a cold. The crunch came when General Robert Woods, Sears longtime chairman, suggested in 1954 that his two major appliance suppliers, Seeger and Whirlpool, should merge. The merged Whirlpool-Seeger Corporation lasted only from 1955 to 1958, when the Seeger name was consigned to the dustbin of history, and the Seeger family was essentially ousted from management.

At the end of World War II, Whirlpool was only a small cloud on the horizon, if that. But not for long. Originally a maker of laundry equipment, over time Whirlpool became the PacMan of the appliance industry, gobbling up Amana, Maytag, Kitchen-Aid, Jenn-Air, and many others, on its way to becoming the world's largest manufacturer of home appliances, ruthlessly eliminating its "redundant" manufacturing capacity in the United States, a long process ranging from the closing of the Arcade Street plant in 1984 to last year's elimination of 2,000 jobs at Maytag's flagship plant in Newton, Iowa. No wonder the Maytag repairman is lonely! Whirlpool reports that it has 68,000 employees. It would be interesting to know how many of these are in the United States, Whirlpool's primary market.

Some of this process is no doubt an expression of the iron law of capitalist concentration and consolidation, and more recently, free trade and global-

ization. The average retail price of a refrigerator in 1920 was \$600, equivalent to \$6,035.93 in 2006, according to one source (http://measuringsource .com.) Refrigerators today range in price from less than \$500 to the superduper \$5,000 Sub-Zero model. A fully functional used *Coldspot* is currently available on eBay for \$45.00. Refrigerator technology has made many advances in energy efficiency and entices consumers with add-ons from ice and water dispensers to wine storage compartments. Unlike most consumer items, refrigerators hardly ever wear out. So the industry has done pretty well by the consumer.

Although the Arcade Street plant hung on for some three decades as a Whirlpool operation, the Seeger cachet was gone and by 1984 so were the workers. The Seeger executives presumably cashed in their holdings for appropriate compensation and as for the workers. as they say, they were looking for a job when they got hired, and looking for one when they left. Their fate was the same meted out to millions of American workers in the deindustrialization of the 1980s and beyond. In a cogent foreword to Bell's book, former St. Paul Mayor George Latimer, who as a young lawyer represented the production workers union at Whirlpool, writes, "The earth had gone flat for workers long before Thomas Friedman discovered it." (Latimer's reference is to The World Is Flat, the New York Times columnist's recent book on globalization.) St. Paul's East Side, Latimer observes, "is still struggling to recover from that crushing event [Whirlpool's shutdown]." And, it should be added, the impact of some 5,000 jobs gone at 3M's Arcade Street plant, hundreds more at the former Hamm's/Stroh's Minnehaha Avenue brewery, as well as many more at smaller East Side plants such as Globe Manufacturing, Northern Malleable Iron, Griffin Wheel Company, and others. What appeared to be permanent reality for working people in St. Paul and everywhere else in the 1950s has turned out to be just a snapshot taken at a moment in time in the historical process.

Author Bell's special effort to present the voices of the workers at Seeger enriches and balances a chronology of a family, a business, a technology, and an industry. From Arcade Street to Main Street's admirably designed and enticing coffee-table format features a collection of workers' recollections that Bell calls Voices from the Plant Floor at Seeger arranged throughout the book in pull-out paragraphs, along with a plethora of illustrations, technical drawings and photos, many from the author's personal collection. Supplementary appendixes on the genealogy of the portion of the Seeger family associated with the company and on the chronology of Whirlpool mergers are helpful. The author's lucid and succinct exposition of the history of refrigeration technology and the production process at the plant would be worth the price of the book alone for mavens of industrial history.

Bell's thoroughgoing research was confronted by Whirlpool's appalling destruction of a half-century of Seeger Company records at the time of the shutdown of the Arcade Street plant in 1984. That he was able nonetheless to produce such a well-documented account is a tribute to Bell's skills as a historian and his longstanding personal interest in the company. Beyond corporate hubris, it is a reasonable suspicion, although the author does not explicitly say so, that an underlying motivation for this historical vandalism was a preemptive strike on the part of Whirlpool to foreclose any possibility of renascent Seeger competition. Bell reports that Seeger has essentially been airbrushed out of Whirlpool's official history, going so far as to expunge any mention of the company or the facilities that operated in St. Paul from Whirlpool's 75th anniversary celebration in the 1980s. We can be grateful that James Bell has rescued the Seeger story.

David Riehle is an avid historian of industrial technology and labor history. He also serves on the Society's Editorial Board. His most recent article in this magazine was published in the Spring 2006 issue. A Powerful Catalyst for *United Action: The History of* the Saint Paul Area Council of Churches, 1906-2006

John M. Lindley

St. Paul: Saint Paul Area Council of Churches and the Ramsey County Historical Society, 2007

213 pages, available from the Saint Paul Area Council of Churches, 1671 Summit Avenue, St. Paul

Reviewed by the Rev. Mary Bigelow McMillan

John M. Lindley has melded the research of Virginia Brainard Kunz and his own expertise as an historian into a splendid centennial history of the Saint Paul Area Council of Churches (SPACC). The death, in January 2006, of Virginia Kunz necessitated the change in authorship. Lindley's willingness to take on this major assignment on short notice and with a May 2007 deadline deserves the thanks of the entire community.

We have in this fine book a clear account of the development of the Council from its original inception in 1859 as an association of Protestant Sunday School superintendents wishing to enlarge their efforts beyond their own congregations. The Ramsey County Sunday School Association was the outgrowth of this idea, and it became the coordinator of adult leadership training, Vacation Bible schools and released time from the public schools for religious education in nearby churches.

Although children's religious education would continue until 1967, in 1944 the Council took on its present name as it was beginning to focus on the community at large. In the next fifty years it would also expand its ecumenical vision by adding members of other faiths and by dealing with interfaith issues.

Cooperation also increased with other human service agencies, notably at first by the Department of Indian Work under Sheila WhiteEagle, and by the initiation of Emergency Food Services, spawning both Minnesota Food



Share and Second Harvest. The SPACC chaplains, however, who were trying to deal with juvenile problems, worked mostly alone and must have felt lonely. The Council appears not to have had at that time a working relationship with other agencies.

With the Rev. Dr. Tom Duke's appointment in 1991 as SPACC's executive director, the Council's focus became more collaborative, more oriented toward community needs, and more ecumenical. Coming from a position at the Wilder Foundation, Duke was also familiar with the work of other nonprofits in the area of human services. Racism was just one of the problems that needed to be addressed. Lindley offers a most helpful discussion of the socioeconomic and demographic changes that were taking place in the greater St. Paul area.

A Powerful Catalyst for United Action is a handsome volume published by the Ramsey County Historical Society in conjunction with the Council. It is complete with sidebars giving additional information about individuals and events. There is a good supply of pictures. Its lack is of an index that under the circumstances is understandable. This reviewer has learned a great deal and hopes that the book will have a wide readership.

Under the present leadership of the Rev. Grant Abbott, who, in commenting on the importance of addressing social issues, made the memorable statement that "silence affirms the status quo," the Council enters its second century in a strong position to offer faith-based service to St. Paul and its surrounding area.

The Rev. McMillan is a retired Presbyterian minister.

Casting Long Shadows: 125 Years at Hamline United Methodist Church

Mary Hawker Bakeman, Editor St. Paul: Hamline United Methodist Church 222 pages, \$15.00

By Helen Miller Dickison

Most local church histories are, by their nature, of sole or primary interest to members and former members of their congregations. Because of several unique associations, this book is likely to have a broader appeal.

First are the church's ties with Hamline University. Charles Graham, a former Hamline University president, traces the interlocking histories of the two institutions from 1880, their earliest days in St. Paul, and continuing to the present time. Former students of Hamline will find this section of particular interest, especially as it includes vignettes that will resonate with several generations of them. For instance, until the 1960s, students were required to attend weekly chapel services at Hamline Church, in spite of a provision in the Hamline charter that "no student shall be required to attend the religious services of any particular denomination..." Many university faculty and students were members of the church and contributed their talents in significant ways. It may not be generally known that Dr. James King, longtime and beloved professor of German, taught weekly Bible classes to young adults through most of the first half of the twentieth century. The music programs of the two institutions have always been linked, particularly with the church as a venue for choir concerts and its organist as an instructor of college students.

Second of its special associations is Hamline Church's role in Minnesota Methodism. For a number of years, until the size of the group outgrew the church's and the college's facilities, the church hosted all Annual Conference sessions, the multiday gathering of clergy and laity from throughout the state. There was even some consideration of locating the

bishop's and other administrative offices at Hamline church, although they were eventually sited at the interdenominational Church Center in Minneapolis. Because Hamline's pastors and lay leaders were active and visible beyond the local church, many members of other United Methodist churches in St. Paul and throughout Minnesota will find names and achievements already familiar to them.

Then there is the Hamline Dining Hall, the church's presence at the Minnesota State Fair for more than a century. The "longest continuously operating concession" at the Fair, this enterprise is also notable for its popularity among fairgoers, the large number of volunteers who have contributed to its success, and the many thousands of dollars contributed to the church's building funds, operating budget, and missions projects. Its history will surely interest many readers.

For persons interested in church art and architecture, the book contains the building history of the present Gothic church as well as its predecessor. It also includes extensive descriptions of the memorial stained glass windows and significant wood or stone features designed especially for the church. "Music at Hamline Church" includes detailed descriptions of the two current organs.

In addition to these individual sections, the book pays individual homage to its pastors and to many of its faithful lay members, through church documents and personal memories. It also includes traditional histories of education programs, women's and social groups, and Hamline Church in mission. These sections, typical of every United Methodist church, are probably of more limited interest to outside readers but serve to illustrate the "Casting Long Shadows" of the book's title.

Helen Miller Dickison was a member and historian of Fairmount Avenue United Methodist Church, St. Paul, and wrote its 150th anniversary history in 2002. She was a lifetime Methodist and a graduate of Hamline University. She wrote this review shortly before her death in April 2007.

Minnesota on Paper: Collecting Our Printed History

Moira F. Harris and Leo J. Harris Minneapolis: University of Minnesota Press, 2006 304 pages, \$24.95

Reviewed by Bonnie G. Wilson

Takes you think, doesn't it?" **IV** says historian Roger Kennedy in the introductory essay for Minnesota on Paper: Collecting Our Printed History by Moira and Leo Harris. "Yes it does!" is my answer. This book makes me think about all the printed paper items that pass through my hands with little regard, and how each represents a little piece of Minnesota history. Thank goodness for collectors and institutions who keep these ephemeral bits and pieces for us to study and enjoy.

It also makes me wonder how the authors ever dared wrap their minds around such a huge topic. There are no less than seventy-three types of ephemera described or illustrated in this book, some in great detail and others in passing. Most are described in chapter subheadings like "bookplates, "shopping bags, or "cigar advertising," while others, such as posters, appear throughout. Some categories bring even more paper ephemera to mind. The section "Post Mortem" about mementos marking a death reminds me of all the birth, graduation, and marriage announcements I have filed away for future recall. In other words, there are even more types of Minnesota on paper that we can collect.

The authors, collectors themselves, have avoided the temptation to feature only their own collection. Instead they combed the state and found exciting examples from thirty institutions and private collectors. Among the collecting institutions noted in this fascinating mega-sized collection is the Ramsey County Historical Society. From it, the book features some striking items such as an 1898 calendar given away by Hamm's Brewery, an 1895 menu from the Grand Central Hotel, a 1913 guide



and schedule for the Twin City streetcar lines, and a brochure for Mary Moulton Cheney's summer art school of 1930.

The text in this book is a potpourri of information and fun facts that mirrors the potpourri of items illustrated. Did you know that there were 550 cigar factories in Minnesota in 1895 and that St. Paul had sixteen cigar factories in 1876? Or that collectors of matchbooks are called "phillumenologists," meaning "lovers of light?" Occasionally the authors' enthusiasm for a topic takes them a bit far afield, but the information is always entertaining. This book can be enjoyed by anyone interested in Minnesota's business history and collectors who are interested in what others collect.

Captions often credit the printer or maker of the paper item, reinforcing the excellent first chapter on "Who Made Ephemera?" Many transient items such as postcards have entire businesses and teams of workers behind them, yet little information is published about those makers. This book introduces the reader to some of them.

A most valuable aspect of this book is the reference to collections, collectors' groups and books enabling the reader to learn more about any collectible described. The notes in the back direct readers to histories, authorities, and collections, while the main text will sometimes describe a collectors' group that is a wealth of specialized information.

The authors have chosen lively historical and contemporary illustrations for each type of paper item and the publisher has faithfully reproduced all 240 of them in excellent color. I especially

like the contemporary examples as a reminder that ephemera are all around us, and any of it can become an historical or personal collection. It certainly makes me want to start collecting again!

Bonnie G. Wilson is an independent photo curator and author of Minnesota in the Mail: A Postcard History.

The USS Ward: An Operational History of the Ship That Fired the First American Shot of World War II

Richard P. Klobuchar Jefferson, N.C.: McFarland & Company, 2006 280 pages, \$45.00

Reviewed by Dave Kenney

Tt is a daunting task to tell the story of **L**an inanimate object. Things—as opposed to people, or in some fictional cases, animals or alien beings-tend not to make great characters. They don't emote. They can't, by themselves, overcome obstacles or learn from their mistakes. And we, as readers, certainly can't identify with them. We expect our protagonists and antagonists to be made of flesh and blood, not rock or plastic or steel. It's a rare inanimate object that can capture our imagination and hold our interest for any length of time.

The USS Ward was one such object. If Ward were a character in a novel, it would be the unappreciated striver who rises to the occasion when least expected. But Ward was not a character. It was a ship, a World War I-era destroyer, commissioned too late to participate in the war for which it was built. Ward spent nearly twenty years in mothballs before finally getting an opportunity to demonstrate its worthiness as a warship. In the end, it and the men who comprised its crew proved themselves more than worthy.

Ward earned a permanent place in the annals of military history when it fired the first American shot of World

War II. On the morning of December 7, 1941. Ward was patrolling the waters off the main channel of the U.S. naval base at Pearl Harbor when several of its crewmen spotted an object trailing a supply ship, USS Antares. Arriving on the bridge, Ward's new captain, Lieutenant William Outerbridge, could tell immediately that the object was a submarine. He ordered his crew to battle stations. Ward closed quickly on the sub. When it was within two hundred yards, Outerbridge ordered his gunners to commence firing. The first shot, fired at 0645, missed. The second one, fired thirty seconds later, hit its target. Ward's crewmen didn't know it at the time, but they had just sunk a Japanese midget submarine. A little more than an hour later, they spotted several squadrons of unidentified aircraft flying toward Pearl Harbor. Within minutes, it was clear that the United States was at war.

The story of Ward's historic first shot has been told many times before, but the rest of its life as a warship has remained blurry—until now. Richard P. Klobuchar fleshes out the rest of the ship's story in his meticulously researched new book, The USS Ward: An Operational History of the Ship That Fired the First Shot of World War II. Klobuchar knows his subject. He's written a previous book about the Pearl Harbor attack and lectures frequently on World War II topics. He also is a native Minnesotan, which helps explain his interest in the Ward. Most of the men who served on the ship when it fired its famous first shot came from St. Paul.

Klobuchar establishes the St. Paul connection in the book's third chapter. He tells the story of a reserve unit—the 47th Division of the 11th Naval Battalion, 9th Naval District—that was headquartered at the Minnesota Boat Club on the Mississippi River. The St. Paul reservists trained mostly on a 75-foot patrol boat, USS Ramsey, kept at Raspberry Island. In January 1941, their unit was activated for duty and they shipped out to California. A month later, they were heading out to sea. Most of the Minnesotans on board were excited about their first saltwater voyage, but soon they were wondering what they had gotten themselves into. Ward

plowed smack into a fierce Pacific storm. "Most of the crew would have returned to Mare Island [in San Francisco Bay] if the choice was theirs to make," Klobuchar writes. "The St. Paul men had never been on the ocean and had never been in a major storm on water before. Having both events occur simultaneously was not something they had anticipated." The bad weather lasted for most of the voyage, but ship and crew arrived in Hawaii intact. It was just the first of many harrowing adventures that they would experience over the next few years.

After surviving the Pearl Harbor attack. Ward was refitted as an armed personnel destroyer, or APD. Its new job was to transport combat troops from ship to shore as quickly as possible. During its life as an APD, Ward played crucial roles in a series of island-hopping, amphibious assaults in the South Pacific. On December 7, 1944—three years to the day after the attack on Pearl Harbor—a Japanese kamikaze slammed into Ward's port side during a battle off Leyte in the Philippines. The doomed ship sank about an hour later.

Ward failed to survive the war, but during its three years as a fighting ship, it never lost a man in combat. It's a distinction that helps make Ward a subject—or, if you prefer, a character-worthy of its own book. Consider Klobuchar's description of the moments before the kamikaze-punctured ship finally slipped beneath the surface: "Men and officers alike stood watching Ward's final moments, gripped in anguish with tears streaming down their faces," he writes. "As Ensign Thompson . . . brushed the tears from his face a sailor, himself crying unashamedly, said to him, 'Don't cry, Mr. Thompson, we'll make them pay for every rivet." It's enough to make you feel sorry for an inanimate object.

Dave Kenney is the author of several books on Minnesota history including Minnesota Goes to War: The Home Front during World War II. His next book, a history of movie-going and movie exhibition in the Twin Cities, will be published by Minnesota Historical Society Press in the fall of 2007.

Henry Ford was an accomplished bird-watcher and an early environmentalist who camped regularly with noted naturalist John Burroughs. His love of nature was reflected in his personal attention to the design of the Twin Cities Assembly Plant as he admonished the engineers to protect the surrounding landscape in building the "most beautiful plant in the world".

The image on the cover is taken from a postcard of the early 1920s, showing the stately Ford Twin Cities Assembly Plant sitting atop the beautiful bluffs of the Mississippi River. This factory is the virtual embodiment of the classical image of the "machine in the garden" popularized by a book with that title by Leo Marx. The postcard shows the adjoining community of Highland Park, named after an earlier Ford plant in Detroit, as largely undeveloped. It is a tribute to Ford's environmental sensitivity that a vibrant residential neighborhood could be built in the shadow of a heavy manufacturing facility

Postcard is in collection of author.



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